AI VIDEO PRODUCTION PLAYBOOK • 50 COPY-PASTE MASTER PROMPTS

50 Claude AI Video Creation Prompts

Complete Director's Prompt Handbook for Advertisements, Breaking News, Shayari, Poems, Tutorials, Documentaries, Reels & Coded Motion Graphics

Published by **www.tulasinepali.com.np** • Designed for Claude AI + Runway, Kling, Veo, Sora, ElevenLabs & Remotion Workflows

PROMPT DIRECTORY (50 PRODUCTION BLUEPRINTS ACROSS 8 GENRES)

1. **How to Direct Video with Claude AI:** The 5-Part Master Director Formula & Multi-Tool Pipeline
2. **Advertisements & Commercials (Prompts 1–8):** Luxury Products, SaaS Demos, UGC Hooks & Brand Films
3. **News, Journalism & Current Affairs (Prompts 9–15):** Breaking Bulletins, Explainer Maps & Data Reports
4. **Shayari & Emotional Urdu/Hindi Reels (Prompts 16–22):** Rainy Midnight Aesthetics, Ghazal Visuals & Voice Pacing
5. **Poems & Spoken Word Visuals (Prompts 23–28):** Nature Metaphors, Nepali/English Verse & Visual Symbolism
6. **Tutorials, EdTech & How-To Videos (Prompts 29–35):** Step-by-Step Screencasts, Coding Walkthroughs & Diagrams
7. **Faceless YouTube Documentaries (Prompts 36–41):** Historical Mysteries, True Crime & Space/Science Essays
8. **Viral Short-Form Reels, Shorts & TikToks (Prompts 42–46):** 3-Second Retention Hooks, Listicles & Story Loops
9. **Programmatic Motion Graphics & SVG/Remotion Video (Prompts 47–50):** Generating Coded Video Directly Inside Claude

INTRODUCTION

How to Generate Complete Videos Using Claude AI

Claude AI acts as your **Executive Creative Director, Scriptwriter, Storyboard Artist, and Motion-Graphics Coder**. Rather than asking Claude to simply *"write a video script,"* professional AI video creators instruct Claude to output a synchronized production table containing: (1) **Timecoded Voiceover / Narration** with emotional pause cues, (2) **Text-to-Video Visual Prompts** engineered for Runway Gen-3/Gen-4, Kling AI, Google Veo, or Sora, (3) **On-Screen Kinetic Typography**, and (4) **Sound Design & BGM Cues**.

Production Layer	Claude AI's Role	Companion Generation Tool
Script & Pacing	Writes hook-driven narration with `[pause 0.8s]` and breath markers.	ElevenLabs, OpenAI TTS, or human voice recording.
Visual B-Roll Prompts	Generates camera lens, lighting, motion, and aspect-ratio prompts per scene.	Kling AI, Runway, Google Veo, Midjourney + image-to-video.
Coded Motion Graphics	Writes React/Remotion code or animated SVG scenes directly in Claude Artifacts.	Remotion CLI, CapCut, Premiere Pro, or DaVinci Resolve.

> **How to Use This Book:** Copy any prompt below into Claude, replace the bracketed placeholders like `[PRODUCT NAME]` or `[TOPIC]`, and ask Claude to output the result in a clean **Scene-by-Scene Production Table** ready for immediate rendering.

SECTION 1 • PROMPTS 1–8

Advertisements & Commercial Videos



Example Visual Frame (Prompt #1): High-contrast editorial product lighting on travertine stone for a 15-second luxury commercial.

#01. Luxury Product Commercial (15-Second Hero Ad)

```
Act as a commercial film director. Create a 15-second (5-shot, 3 seconds each)
luxury advertisement storyboard for [PRODUCT NAME, e.g., a matte-black titanium
smartwatch]. Output a table with: Timecode, Camera Angle & Lens (e.g., 85mm macro,
slow dolly-in), Lighting & Texture Prompt for AI video generators, Voiceover (max
32 words, authoritative & minimal), and Foley SFX (mechanical clicks, sub-bass
swell).
```

#02. High-Converting UGC (User-Generated Content) TikTok/Reel Ad

```
Write a 30-second vertical (9:16) UGC-style video ad script for [PRODUCT/APP]. Structure it using Problem → Agitation → Demo → Social Proof → CTA. Include exact handheld smartphone camera framing cues, natural bedroom/daylight lighting descriptions, on-screen bold caption overlays every 3 seconds, and conversational filler words so it feels authentic rather than scripted.
```

#03. SaaS & Mobile App Launch Promo (30 Seconds)

```
Create a high-energy 30-second SaaS product launch video script for [SOFTWARE NAME], which solves [CORE PAIN POINT]. Break it into 6 fast-paced scenes combining sleek 3D UI screen mockups, kinetic typography callouts, and upbeat electronic synth cues. Provide exact AI motion prompts for smooth UI zoom transitions.
```

#04. Local Restaurant / Cafe Cinematic Food Reel

```
Design a mouth-watering 12-second vertical food commercial for [RESTAURANT / DISH NAME]. Describe 4 macro slow-motion (120fps) visual prompts featuring rising steam, sauce drizzle, golden-hour window light, and sizzling close-ups, paired with ASMR cooking sound cues and a warm closing offer text overlay.
```

#05. Real Estate Luxury Property Walkthrough Video

```
Write a 45-second architectural real estate showcase script for [PROPERTY DETAILS & LOCATION]. Include smooth FPV drone entry prompts, wide-angle 16mm interior pan descriptions during twilight blue hour, key property spec callouts (sq. ft., view, amenities), and a persuasive private-tour CTA.
```

#06. E-Commerce Problem-Solution Split-Screen Ad

```
Create a 20-second split-screen comparison video script contrasting "The Old Frustrating Way" (desaturated, cluttered, stressful) on the left versus "Using [BRAND PRODUCT]" (bright, effortless, clean) on the right. Provide side-by-side AI visual generation prompts and punchy 4-word comparison banners.
```

#07. Emotional Brand Storytelling Commercial (60 Seconds)

```
Act as a Cannes Lions-winning copywriter. Write a 60-second emotional brand anthem video for [BRAND/MISSION] centered on human resilience and everyday quiet moments. Include 8 cinematic film-grain 35mm visual prompts, minimal poetic voiceover with 2-second silent pauses, and a solo piano-to-orchestra music arc.
```

#08. Flash Sale / Limited-Time Offer Countdown Ad

```
Generate a punchy 10-second retargeting video ad for [DISCOUNT OFFER, e.g., 40% Off Weekend Sale]. Give 3 rapid-fire 3-second scene prompts featuring bold kinetic countdown typography, product spin motion, urgent percussion hits, and a clear swipe-up/link CTA.
```

SECTION 2 • PROMPTS 9–15

News, Journalism & Current Affairs Videos



Example Visual Frame (Prompt #9): Modern broadcast newsroom desk with holographic world map panels and lower-third graphics.

#09. 60-Second Breaking News Bulletin (Vertical & 16:9)

```
Act as a senior broadcast news producer. Turn the following news facts into a crisp 60-second breaking news video package: [PASTE NEWS FACTS/ARTICLE]. Output: (1) Urgent 7-word headline banner, (2) Anchor teleprompter script in neutral journalistic tone, (3) 6 photorealistic B-roll prompts matching each beat, and (4) Lower-third chyron text.
```

#10. Geopolitics & Map-Based News Explainer (Vox Style)

```
Write a 2-minute Vox-style visual news explainer about [GEOPOLITICAL OR ECONOMIC EVENT]. Break the script into 8 scenes featuring animated 3D map zooms, highlighted border regions, newspaper headline cutouts, and clear cause-and-effect narration that explains why this event matters to ordinary citizens.
```

#11. Daily Morning Top-5 News Digest Reel

```
Summarize these 5 daily headlines into a fast-paced 45-second "Morning Briefing" vertical video: [LIST 5 HEADLINES]. Allocate 8 seconds per story with a 1-sentence anchor read, a 3-word on-screen badge, and a clean editorial B-roll prompt for each item.
```

#12. Financial Market & Economy Update Video

```
Create a 90-second business & stock market update script covering [MARKET TREND / INFLATION / TECH EARNINGS]. Include visual prompts for clean glassmorphic bar charts, stock ticker overlays, calm analytical voiceover pacing, and a brief "What to Watch Next" closing takeaway.
```

#13. Science, Space & Tech Discovery News Segment

```
Turn this scientific breakthrough into an awe-inspiring 60-second news video: [PASTE DISCOVERY DETAILS]. Translate complex jargon into everyday analogies, and provide 6 high-detail CGI/photorealistic AI video prompts visualizing the phenomenon at microscopic or cosmic scale.
```

#14. Sports Match Recap & Highlights Commentary

```
Write an energetic 45-second sports news recap for [MATCH / TOURNAMENT RESULT]. Structure it around the turning-point moment, key player stats overlay graphics, dramatic stadium atmosphere B-roll prompts, and an engaging debate question for the comments.
```

#15. Fact-Check & Viral Rumor Debunking Video

```
Create a 40-second investigative fact-check video debunking [VIRAL CLAIM]. Structure into: (1) Showing the viral claim with a "FALSE / MISLEADING" stamp animation, (2) Presenting verified primary evidence, and (3) Explaining how viewers can spot similar misinformation.
```

SECTION 3 • PROMPTS 16–22

Shayari & Emotional Urdu/Hindi Video Reels



Example Visual Frame (Prompt #16): Moody midnight rain, warm lantern glow, and brass fountain pen aesthetic for Shayari reels.

#16. Midnight Rain & Heartbreak Shayari Reel (9:16)

```
Write an original, deeply touching 4-line Urdu/Hindi Shayari (in both Devanagari/Urdu script and Romanized English) on the theme of [THEME, e.g., unspoken longing / rainy night memories]. Pair each couplet (Sher) with a slow-motion 9:16 moody AI visual prompt (raindrops on window glass, warm amber streetlamp bokeh, vintage journal), slow whisper-style voiceover pause markers, and a soft lo-fi sarangi/piano mood cue.
```

#17. Motivational & Self-Respect (Khudi / Attitude) Shayari

```
Compose a powerful 4-line motivational Shayari about rising alone after betrayal and building silent success. Provide 4 dramatic dark-cinematic visual prompts (lone figure walking through mist toward golden sunrise, chess king standing alone, storm clouds parting), deep baritone voice pacing cues, and bold serif kinetic text timing.
```

#18. Sufi & Spiritual Ishq Shayari Visual Video

```
Write a soulful 6-line Sufi-inspired Shayari exploring inner peace, divine love, and detachment. Generate 4 ethereal visual prompts featuring whirling dust motes in sunbeams, ancient sandstone courtyard arches at dusk, rippling water reflections, and tranquil acoustic tabla/flute atmosphere.
```

#19. Two-Line (Do-Line) Viral Instagram Shayari Loop

```
Create 5 ultra-short, high-retention 2-line Shayaris about [LOVE / TIME / FRIENDSHIP] designed for a seamless 8-second looping Reel. For each Shayari, specify a single mesmerizing slow-motion background video prompt (e.g., coffee steam curling in morning light, train window scenery) and exact line-by-line fade-in timestamps.
```

#20. Nostalgia & Childhood Memories Shayari Montage

```
Write a nostalgic 6-line Shayari contrasting carefree childhood evenings with busy adult life. Pair each line with warm 1990s VHS/Kodak Portra 400 film-style visual prompts (paper boats in monsoon puddles, rooftop kites at sunset, old bicycle) and gentle acoustic guitar backing.
```

#21. Chai & Monsoon Aesthetic Shayari Video

```
Write a cozy, romantic 4-line Shayari centered around evening tea (chai) and first monsoon rain. Provide 4 macro cinematic visual prompts (clay kulhad steaming on a wooden balcony railing, blurred city lights in rain, raindrops hitting green leaves) with ambient rain ASMR cues.
```

#22. Sad Ghazal Performance & Lyric Video Storyboard

```
Write an original 3-couplet Ghazal with a recurring radif/qafiya rhyme scheme on [TOPIC]. Format it as a 45-second lyric video blueprint with vintage calligraphy text reveal animations, candlelight chiaroscuro visual prompts, and instrumental interlude timings.
```

SECTION 4 • PROMPTS 23–28

Poems & Spoken Word Videos

#23. Cinematic Spoken-Word Poem on Resilience

```
Write an evocative 12-line modern spoken-word poem in English about overcoming self-doubt and starting over. Break it into 6 visual stanzas with 35mm anamorphic film prompts (ocean waves crashing against cliffs, solitary lighthouse beam, blooming wildflower through cracked concrete), rhythmic cadence markers, and rising orchestral strings.
```

#24. Nepali Lyrical Poem (Kabita) Video Blueprint

```
Write a deeply moving 12-line Nepali poem (कविता) celebrating Himalayan nature, village roots, and human perseverance (in Devanagari script). Pair every 2 lines with breathtaking photorealistic AI video prompts of Mustang landscapes, terraced hills in golden mist, and traditional stone paths, plus sarangi background cues.
```

#25. Minimalist Haiku & Zen Nature Visual Series

```
Compose 3 connected Haiku poems (5-7-5 syllables) capturing the transition from autumn to winter. For each Haiku, write an ultra-minimalist Studio Ghibli / Makoto Shinkai-inspired painterly animation prompt with gentle wind motion and delicate wind-chime sound effects.
```

#26. Illustrated Children's Bedtime Poem Video

```
Write a whimsical 16-line rhyming bedtime poem for children about [CHARACTER, e.g., a curious little star who lost its glow]. Provide 8 warm watercolor storybook illustration animation prompts with gentle camera pan/zoom cues, soothing lullaby harp notes, and soft narration pacing.
```

#27. Classic Public-Domain Poem Visual Adaptation

```
Adapt the poem [POEM TITLE, e.g., "The Road Not Taken" by Robert Frost] into a 60-second cinematic visual essay. Map each stanza to a symbolic, atmospheric visual prompt with consistent character wardrobe and autumn forest color grading so all generated clips match seamlessly.
```

#28. Love Letter / Anniversary Video Poem

```
Write an intimate, non-cliché 10-line romantic poem celebrating [NUMBER] years together. Pair each couplet with warm golden-hour memory prompts (hands intertwined, stargazing on a quiet hill, morning sunlight through linen curtains) and minimal typewriter text overlays.
```

SECTION 5 • PROMPTS 29–35

Tutorials, EdTech & How-To Videos



Example Visual Frame (Prompt #29): Overhead minimalist workspace framing for step-by-step tech and coding tutorials.

#29. Step-by-Step Software / Coding Tutorial Script

```
Act as a senior technical educator. Write a crystal-clear 3-minute tutorial script teaching beginners how to [TECHNICAL TASK, e.g., build a REST API in Python]. Structure into: (1) 10-second end-result preview hook, (2) Prerequisites checklist, (3) Numbered step-by-step walkthrough with exact screen-zoom callouts, and (4) Common error troubleshooting tip.
```

#30. 60-Second Quick-Tip / Keyboard Shortcut Reel

```
Create a fast-paced 45-second vertical tutorial revealing 3 hidden tricks in [SOFTWARE/TOOL, e.g., Excel / Canva / VS Code]. Write a snappy 3-second hook ("Stop doing [X] the slow way"), exact cursor highlight cues, before-vs-after time saved, and crisp UI pop sound markers.
```

#31. Animated Concept Explainer (Feynman Technique)

```
Explain [COMPLEX CONCEPT, e.g., How Blockchain or Quantum Computing Works] in 90 seconds using the Feynman Technique and a simple everyday analogy. Output a 7-scene storyboard with flat-vector whiteboard animation prompts, clear labels, and zero unexplained jargon.
```

#32. Language Learning & Vocabulary Micro-Lesson

```
Design a 40-second language tutorial teaching 5 natural [TARGET LANGUAGE] phrases for [SITUATION, e.g., job interviews or travel]. Include phonetic pronunciation overlays, realistic situational B-roll prompts for each phrase, and a 3-second active-recall quiz pause at the end.
```

#33. DIY Craft / Hardware Repair Visual Guide

```
Write a 2-minute overhead top-down DIY tutorial script for [PROJECT/REPAIR]. List all tools in an opening flat-lay shot prompt, break the build into 6 numbered visual steps with safety warning callouts, and specify close-up macro camera prompts for intricate hand movements.
```

#34. Exam Prep & Math/IQ Shortcut Video Lesson

```
Create a 60-second competitive exam tutorial demonstrating a 5-second shortcut to solve [MATH / REASONING PROBLEM TYPE]. Contrast the slow traditional formula on the left with the shortcut trick on the right, using clean chalk-board/dark-mode visual prompts and a practice question at the end.
```

#35. AI Workflow & Prompting Walkthrough Video

```
Script a 2-minute screen-share tutorial showing how to automate [SPECIFIC WORKFLOW] using Claude AI and [TOOL]. Include exact prompt box callouts, live input-to-output transformation visuals, and a downloadable template CTA.
```

SECTION 6 • PROMPTS 36–41

Faceless YouTube Documentaries

#36. Historical Mystery & Lost Civilization Mini-Doc

```
Act as a documentary filmmaker. Write a gripping 5-minute faceless YouTube documentary script about [HISTORICAL MYSTERY]. Open with a cinematic cold-open hook, weave in primary historical clues, and provide 15 atmospheric, historically accurate 16:9 AI video prompts (torchlit ruins, weathered parchment maps, dramatic drone sweeps) with consistent moody color grading.
```

#37. Biography & Rise-and-Fall Business Documentary

```
Script a 4-minute investigative documentary chronicling the rise and fall of [COMPANY OR HISTORICAL FIGURE]. Structure into 4 acts (The Spark, The Peak, The Fatal Mistake, The Aftermath) with archival-style visual prompts, newspaper headline zooms, and tension-building documentary underscore cues.
```

#38. Deep-Sea / Space Exploration Wonder Essay

```
Write an awe-inspiring 3-minute scientific documentary script exploring [COSMIC OR OCEAN PHENOMENON, e.g., Rogue Black Holes or the Mariana Trench]. Pair calm, David Attenborough-style narration with 10 IMAX-quality photorealistic CGI visual prompts showing scale comparisons and bioluminescent/nebula lighting.
```

#39. Psychology & Human Behavior Video Essay

```
Create a 3-minute animated psychology video essay explaining [COGNITIVE BIAS OR PHENOMENON, e.g., The Spotlight Effect]. Include a relatable opening story, real scientific study breakdown, surrealist visual metaphor prompts, and 3 actionable takeaways.
```

#40. "What If" Alternate History / Science Simulation

```
Write a 2-minute speculative science video answering: "[WHAT IF SCENARIO, e.g., What if Earth stopped spinning for 5 seconds?]". Break down the timeline second-by-second with dramatic physics visualization prompts, disaster-documentary pacing, and clear scientific explanations.
```

#41. True-Crime / Unsolved Heist Cold-Open Script

```
Write a suspenseful 90-second documentary cold open about [FAMOUS UNSOLVED HEIST OR CASE]. Use noir rain-slicked street visual prompts, CCTV-grain aesthetic cues, redacted document animations, and a cliffhanger transition into Act 1.
```

SECTION 7 • PROMPTS 42–46

Viral Short-Form Reels, Shorts & TikToks

#42. 3-Second Curiosity-Gap Hook Generator (10 Variations)

```
Generate 10 scroll-stopping 3-second opening hooks (spoken line + matching visual pattern-interrupt prompt) for a short-form video about [TOPIC]. Avoid clichés like "Did you know"; use contrarian statements, visual stakes, and open loops that force viewers to watch until the final second.
```

#43. Seamless Infinite-Loop Story Short (30 Seconds)

```
Write a 30-second vertical story about [TOPIC] engineered so the final sentence grammatically connects directly back into the very first word of the video (creating an invisible loop). Include 6 fast-cut 9:16 visual prompts and dynamic word-by-word caption styling.
```

#44. Stoic Philosophy & Mindset Dark-Aesthetic Reel

```
Create a 25-second Stoic mindset Reel built around a timeless insight from [MARCUS AURELIUS / SENECA]. Pair a deep, resonant voiceover with 5 high-contrast marble statue, stormy sea, and candlelit study visual prompts in moody chiaroscuro lighting.
```

#45. "3 Things Nobody Tells You About [Topic]" Listicle

```
Script a crisp 35-second vertical listicle covering 3 counterintuitive truths about [NICHE/INDUSTRY]. Give each point a 10-second punchy explanation, a numbered visual badge overlay, and a distinct B-roll prompt that changes every 2.5 seconds to maximize retention.
```

#46. Before-and-After Transformation Showcase Short

```
Design a 15-second transformation Reel for [FITNESS / DESIGN / CODING / ART PROJECT]. Script 3 seconds of raw "Day 1 Struggle" footage, a beat-drop transition cue at second 4, and 11 seconds of dramatic "Final Result" multi-angle showcase prompts.
```

SECTION 8 • PROMPTS 47–50

Coded Motion Graphics & Remotion Videos in Claude

One of Claude AI's strongest advantages is writing **executable code** (React/Remotion, HTML5 Canvas, or animated SVG) to render crisp, jitter-free kinetic typography and data videos directly on your computer.

#47. Remotion React Kinetic Typography Video Component

```
Act as a senior motion-graphics engineer. Write a complete, self-contained Remotion (React + TypeScript) composition at 1080x1920 (30fps, 15 seconds) that animates this quote with spring-physics word reveals, smooth camera scale interpolation, and a subtle animated gradient mesh background: "[INSERT QUOTE OR SHAYARI]".
```

#48. Animated Data Chart & Bar-Race Video Generator

```
Write a complete Remotion React component (1920x1080, 60fps, 20 seconds) that renders an animated horizontal bar-chart race comparing [DATA ITEMS & VALUES OVER TIME]. Use smooth spring interpolation, dynamic number counters, custom brand hex colors, and clean axis gridlines.
```

#49. Interactive SVG Explainer Animation Artifact

```
Create a self-contained HTML/CSS/SVG animated explainer scene (16:9 aspect ratio) visualizing [PROCESS, e.g., How Solar Panels Convert Sunlight to Electricity]. Include smooth keyframe stroke-dashoffset particle flows, clean labels, and play/pause/replay controls so I can screen-record it at 60fps.
```

#50. Automated Batch Video Script + JSON Asset Pipeline

```
I want to produce 10 short videos in bulk on [NICHE]. Generate a structured JSON array containing 10 complete video objects, each with: id, hook_title, voiceover_script, background_video_prompt, subtitle_segments (with start/end seconds), and hashtags—formatted so I can feed it directly into an automated video rendering script.
```

> **Director's Final Checklist:** Always keep visual consistency across shots by locking your **Aspect Ratio** (16 : 9 for YouTube, 9 : 16 for Reels/Shorts), **Color Palette**, and **Camera Movement** across every prompt in a sequence. Published by **www.tulasinepali.com.np**.